

## Research on the Service Supply Mode of Sports Associations in Medical Colleges under the Guidance of Three-oriented Talent Cultivation Model

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**Abstract:** This paper analyzes the constitution of the “Three-oriented” training mode for the talented person and discusses the trend of physical education reform in medical schools under the “three-oriented” talent cultivation model. It also analyzes the specific content of occupational practical physical education courses in different professions and expounds the occupations. The value of practical sports curriculum development is to provide reference for the new model of physical education reform in medical colleges and universities.

### 1. Introduction

According to the education standards and specific requirements of the Department of Clinical Medicine of the Ministry of Education, and in line with the development of medical education in China, the development trend of physical education teaching reform in medical colleges and universities will be based on the "social adaptation"-oriented physical and mental qualities. With the transformation of the medical model, under the premise of fully considering the current status and future of social development, in order to meet the needs of competition and to cultivate applied medical talents with good social adaptability, Qiqihar Medical College proposed the goal of "students' future development." The “Three-oriented” talent cultivation model emphasizes the “three early educations” for students’ early contact with the society, early contact with the clinic, and early contact with scientific research. This embodies the emphasis on the training of students’ clinical ability and the emphasis on students’ professional quality education. It can be seen that combining the professional characteristics of the medical profession, building a physical education that meets its needs, and providing students with a comprehensive professional quality education are important issues faced by the physical education reform in medical colleges under the new situation.

### 2. The Composition of the "Three-oriented" Talent Cultivation Model

It includes ideological and political education, medical and humanistic knowledge and career development education. This module is mainly based on systematic social sciences and medical humanities knowledge. Education medical students are full of compassion and compassion on the road of doctors, making them medical workers with good medical ethics.

The module includes courses in clinical medicine, basic medicine, and clinical practice skills. It mainly focuses on the cultivation of students' professional abilities and skills. By improving the students' ability to practice, they become theoretical knowledge, practical skills, and professional competence. This module is mainly used to train medical students through physical education and psychological education, making it an applied medical talent with good physical fitness and mental health and good social adaptability. This module is the key part of this study. To cultivate doctors who respect life and health, have good psychological qualities and social adaptability.

### 3. The Service Provision for Sports Clubs

According to the definition of social groups in the Regulations for the Administration of

Registration of Social Organizations, this article believes that sports societies are voluntary citizens and are self-managed, and for the purpose of realizing their common aspirations, non-profit social organizations whose purpose is to pursue sports (or activities) in accordance with their statutes. Public sports service refers to the general term for public goods and services that are provided jointly by the public or quasi-public sectors for the purpose of meeting the basic sports needs of citizens. Public sports service is distinguished from other public services because it is characterized by "sports". It specifically refers to sports services to meet people's sports needs. The public sports service supply target is clear, that is, the general public; public sports service content includes: sports activity service, sports organization service, sports facility service, sports guidance service, sports information service and sports monitoring service; public sports service The supply main body is the government department, showing the trend of diversification of the supply main body, and the sports community has gradually grown into one of the supply main bodies that cannot be ignored.

In terms of jurisprudence, the provision of public sports services is an important responsibility of the government. The government is at the core of safeguarding fairness and fairness in the provision of public sports services. However, practice has proven that the government's capabilities are limited and it is difficult to guarantee fairness for the public under existing conditions. Public sports service. Because sports associations aim at maintaining the sports rights and interests of the majority of sport-loving people and members, instead of maximizing profits as their organizational goal, they have the characteristics of non-profit, voluntary, and public welfare, and can, to a certain extent, compensate for government failures. Combine fairness and efficiency organically. First, the organizational structure and activities of sports clubs are relatively flexible, so that they can be effectively and effectively adjusted according to different conditions and different environments. To a certain extent, management costs are reduced and service efficiency is improved. Second, sports organizations have strong people. Sex, able to grasp large-scale sports needs in a timely manner, so as to quickly respond, mobilize and raise various social resources, be able to achieve the symmetry of supply and demand information of public sports services; Third, the sports community access to resources is more diverse In addition to government financial support and corporate donation sponsorship, sports organizations can also use their influence and activities to raise social resources. Compared with governments and enterprises, sports organizations have lower production costs. It can thus be seen that the provision of public sports services by sports associations not only effectively avoids the disadvantages of the government in providing low efficiency in the provision of public sports services, but also enhances its response to public demand for public sports services, thereby increasing the efficiency of public sports service provision. In order to safeguard social fairness, the government's service targets all members of the community and is universal. Therefore, the government can only provide the most basic public sports services and meet the general sports needs of the public. For those special groups or individuals, it is difficult to meet individual sports needs. On the other hand, there is a natural contradiction between the maximization of profits by companies and the public welfare and non-competitiveness of public sports services. Therefore, it is difficult for governments or companies to achieve the optimal allocation of public sports services. Sports associations are guided by the public's actual demand for public sports services, have a strong purpose, can advocate new issues for public sports services, and diversify supply content to fill the vacuum of public sports services outside the government and the market. The types of sports clubs in Suzhou City are diverse. The contents of public sports services include sports organization services, activity services, facilities and services, guidance services, and sports and cultural services, involving all aspects of sports. Although the 43 sports communities are now stable, in the future, according to the development of sports and public sports needs, the number of societies, the type of societies, and the provision of public sports services will be adjusted in a timely manner.

#### **4. Measures to Promote the Supply of Sports Service by Sports Associations**

First of all, in terms of service ideology, sports societies are non-profit organizations that are public welfare. The spirit of volunteer service is the foundation for the existence and development

of the organization. If it deviates from the principle of non-profitability, the nature of its non-profit organization will change. Now many areas are calling for the sports community to introduce market-oriented operations. The main purpose of doing so is to overcome its dependence on the sports administrative department, enhance its self-consciousness, overcome its limited internal resources, rather than deviate from non-profit in principle. The marketing activities of the sports community must adhere to the principle of non-profitability. These high-development societies must be mindful of their mission of organizational development in participating in market competition.

Secondly, in terms of service scope, sports associations assisting the government in providing public sports services should focus on two aspects. First, the government has no areas of supply or supply of low efficiency, and second, sports communities provide advantages. The sports organization service is provided by the Suzhou Sports Federation. The Suzhou Sports Federation organizes and coordinates the work well. Sports services provided by sports associations are the most advantageous, with multiple types and multiple benefits; sports training services and sports facilities services are slightly less effective but have strong development momentum; sports and cultural services are the most characteristic and are not covered by the government. Compared with the six major contents of the Suzhou Municipal Government's provision of public sports services, there is a lack of sports information services and physical fitness monitoring services, but the government has natural advantages in these two areas and occupies an absolute monopoly position, resulting in a sports community. There is little room for development in these two fields and no corresponding sports community has been developed so far. Since the government has achieved remarkable results in sports information services and physical fitness monitoring services, Suzhou sports associations do not need to focus on these two areas that are not competitive. Instead, they should focus on existing areas where they are good at, that is, sports organization services.

The sports activity system is the core content of the public sports service system construction. It needs the sports associations to carry out diversified sports activities. Therefore, it should focus on the development of sports associations and undertake sports activities such as government sports competitions and performances. The existing 34 sports associations have carried out various forms of sports activities, including traditional leisure, competitive confrontation, science and technology leisure activities, and modern leisure activities. The content of rich sports activities is to meet the public sports needs. It has made contributions, but at the same time it also needs to innovate in sports projects, actively introduce new sports programs and develop new projects that people like and have better fitness value, and encourage the development of different types of sports activities. Among the 34 societies, the development level is different. Half of the sports societies have reached the level of 3A societies in terms of basic conditions, internal governance, job performance, and social assessment. Therefore, it is necessary to prioritize the development of such well-conditioned and highly developed cores. The associations allow them to play an exemplary role, and at the same time, they can also help other communities to develop together, strengthen experience exchanges, and collaborate in activities. Associations should maintain cooperative relations of mutual assistance and mutual benefit. On the other hand, sports and mass organizations should strengthen cooperation. Crowd society needs the ability to carry out activities through sports associations. Sports events can use the crowd society to expand their influence in different groups of people. Therefore, the union of these two groups can achieve a multiplier effect.

## **5. Conclusion**

Through the reform of physical education teaching, integration of various subject knowledge, emphasis on overall quality improvement, and the formation of a social adaptation-oriented mental and physical quality as the basis for education, with the aim of humanistic quality education guided by professional emotions, professional quality-oriented professional quality training. The goal of the module is to establish a blended physical education system that integrates students' innovative thinking and innovative ability and that is both organically integrated and mutually promoted.

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